



WXYZ

ORDER

Print Date 09/18/12 Page 1 of 3

Flight Dates **09/20/12-09/26/12**

Contract / Revision **304352 /**

Original Date / Revision
07/11/12 09/18/12

Advertiser **Citizens Protecting Michigar**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Citizens Protecting Michigan's Con

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	57	\$57,885.00	\$68,100.00	0.00	08/27/12	09/26/12	57	\$57,885.00	\$68,100.00
Totals	57	\$57,885.00	\$68,100.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/20/12	09/25/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	11-11--	:30	4	\$1,600.00	P-4	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---21--		3				\$1,600.00		0.00		
Week:		09/24/12	09/30/12	11-----		2				\$1,600.00		0.00		
N 2	WXYZ	09/20/12	09/20/12	5am News M-F 5am News M-F	CM	5-6am M-F	---T---	:30	1	\$400.00	P-4	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---T---		1				\$400.00		0.00		
N 3	WXYZ	09/20/12	09/25/12	6am News M-F Action News 6am	CM	6-7am M-F	11-21--	:30	5	\$650.00	P-4	0.00 NM	5	\$3,250.00



WXYZ

Print Date: 09/18/12

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Contract / Revision **304352** Flight Dates **09/20/12-09/26/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	09/20/12	09/25/12	6am News M-F Action News 6am	CM	6-7am M-F	11-21--	:30	5	\$650.00	P-4	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---21--					3	\$650.00		0.00		
Week:		09/24/12	09/30/12	11-----					2	\$650.00		0.00		
N 4	WXYZ	09/20/12	09/25/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-21--	:30	5	\$650.00	P-4	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---21--					3	\$650.00		0.00		
Week:		09/24/12	09/30/12	11-----					2	\$650.00		0.00		
N 5	WXYZ	09/20/12	09/25/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-1-21--	:30	4	\$700.00	P-4	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---21--					3	\$700.00		0.00		
Week:		09/24/12	09/30/12	-1-----					1	\$700.00		0.00		
N 6	WXYZ	09/20/12	09/25/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-21--	:30	5	\$450.00	P-4	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---21--					3	\$450.00		0.00		
Week:		09/24/12	09/30/12	11-----					2	\$450.00		0.00		
N 7	WXYZ	09/20/12	09/25/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-21--	:30	5	\$700.00	P-4	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---21--					3	\$700.00		0.00		
Week:		09/24/12	09/30/12	11-----					2	\$700.00		0.00		
N 8	WXYZ	09/20/12	09/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$800.00	P-4	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---11--					2	\$800.00		0.00		
Week:		09/24/12	09/30/12	111----					3	\$800.00		0.00		
N 9	WXYZ	09/20/12	09/26/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$900.00	P-4	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---11--					2	\$900.00		0.00		
Week:		09/24/12	09/30/12	111----					3	\$900.00		0.00		
N 10	WXYZ	09/20/12	09/26/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$900.00	P-4	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---11--					2	\$900.00		0.00		
Week:		09/24/12	09/30/12	111----					3	\$900.00		0.00		
N 11	WXYZ	09/21/12	09/25/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-1--1--	:30	2	\$1,400.00	P-4	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	----1--					1	\$1,400.00		0.00		
Week:		09/24/12	09/30/12	-1-----					1	\$1,400.00		0.00		
N 12	WXYZ	09/20/12	09/25/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	-1-1---	:30	2	\$700.00	P-4	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---1---					1	\$700.00		0.00		
Week:		09/24/12	09/30/12	-1-----					1	\$700.00		0.00		
N 13	WXYZ	09/24/12	09/24/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-4	0.00 NM	1	\$10,000.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WXYZ	09/24/12	09/24/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-4	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	M-----	1		\$10,000.00	0.00							
N 14	WXYZ	09/25/12	09/25/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-T-----	1		\$10,000.00	0.00							
N 15	WXYZ	09/22/12	09/22/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S-	1		\$350.00	0.00							
N 16	WXYZ	09/22/12	09/22/12	ABC College Ftbal 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S-	1		\$2,500.00	0.00							
N 17	WXYZ	09/22/12	09/22/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S-	1		\$900.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	09/17/12-09/23/12		Access Saturday		7-8pm Sat	-----Sa--	:30		(\$900.00)		0.00	NM		
See MG 17.2 [early news Sa 7pm]															
2	NXYZ	09/22/12-09/22/12		Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30		\$900.00		0.00	NM		
Ⓜ MG for 17.1 09/22															
N 19	WXYZ	09/23/12	09/23/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$500.00	0.00							
N 20	WXYZ	09/23/12	09/23/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$2,500.00	0.00							
N 21	WXYZ	09/23/12	09/23/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$700.00	0.00							
Totals														57	\$68,100.00